

COURSE DETAIL

GRAPHIC COMMUNICATION

Country

Hong Kong

Host Institution

Hong Kong University of Science and Technology (HKUST)

Program(s)

Hong Kong University of Science and Technology

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Art Studio

UCEAP Course Number

125

UCEAP Course Suffix**UCEAP Official Title**

GRAPHIC COMMUNICATION

UCEAP Transcript Title

GRAPHIC COMM

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course examines basic components used to build a coherent and meaningful graphic project/entity, which are central to understanding visual communication on fundamental level. Necessary technical requirements for digital and physical/material application are covered at the start, after which main design tools (image and text) are analyzed along with basic visual design rules and guidelines (unity, hierarchy, balance, contrast, etc.) followed by addressing elements to build a fundamental graphic narrative (color, reduced visuals, full visuals, infographics), concluded by application of aforementioned items across different media: Deliverables - Poster, Booklet, Digital Presentation, with consistency in translation of semiotic values and with showcasing basic visual literacy in execution of each as a final requirement.

Language(s) of Instruction

English

Host Institution Course Number

ISDN3200

Host Institution Course Title

GRAPHIC COMMUNICATION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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